



CITY OF BRANSON

110 West Maddux St. • Suite 210 • Branson, Missouri 65616
(417) 334-3345 • Fax (417) 335-6042

April 2015

Dear Branson Resident:

Your input on the enclosed survey is extremely important. Over the coming months, the Branson Board of Aldermen will be making decisions that affect a wide range of city services and programs that include public safety, parks and recreation, water and sewer utilities, community planning and others. To ensure that the city's priorities continue to match the needs and desires of our residents, **we need to know what you, the citizens of Branson, think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence many of the decisions made about the city's future. Your responses will also allow city leaders to identify and address the many opportunities and challenges facing Branson.

Please complete and return your survey during the next seven days. Your responses will remain confidential. An enclosed postage-paid envelope has been provided for your convenience, and it has been addressed to:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas 66061

If you have questions, please call Garrett Anderson, Economic Development Director, at 337-8589. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best
Mayor

Si desea que la encuesta le sea enviada en español, favor de llamarnos 1-844-811-0411.

2015 City of Branson Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of City services. If you have questions, please contact Garrett Anderson at 417-337-8589 or ganderson@bransonmo.gov.



1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 is "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of police service	5	4	3	2	1	9
B.	Quality of fire service	5	4	3	2	1	9
C.	Quality of City parks and recreation facilities	5	4	3	2	1	9
D.	Quality of recreational events & programs in our community	5	4	3	2	1	9
E.	Maintenance of City streets and infrastructure	5	4	3	2	1	9
F.	Enforcement of City codes and ordinances	5	4	3	2	1	9
G.	Quality of customer service you receive from City employees	5	4	3	2	1	9
H.	Effectiveness of City communication with the public	5	4	3	2	1	9
I.	Management of traffic flow on City streets	5	4	3	2	1	9
J.	Water and Sewer Rate	5	4	3	2	1	9
K.	Management of stormwater runoff	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above]
 1st: _____ 2nd: _____ 3rd: _____

3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Image of the City	5	4	3	2	1	9
C.	How well the City manages growth	5	4	3	2	1	9
D.	Quality of life in the City	5	4	3	2	1	9
E.	Feeling of safety in the City	5	4	3	2	1	9
F.	Appearance/visual attractiveness of Historic Downtown Branson	5	4	3	2	1	9
G.	Appearance/visual attractiveness of Highway 76	5	4	3	2	1	9
H.	Appearance/visual attractiveness of the City	5	4	3	2	1	9
I.	Value you receive for your City taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	City efforts to prevent crime	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9

5. **Parks and Recreation.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Location of City parks	5	4	3	2	1	9
C.	Number of Walking & Biking trails	5	4	3	2	1	9
D.	Quality of City swimming pool & programs	5	4	3	2	1	9
E.	Number of outdoor athletic fields	5	4	3	2	1	9
F.	Number of in-door gyms	5	4	3	2	1	9
G.	Quality of City rec. programs for youth	5	4	3	2	1	9
H.	Quality of City rec. programs for adults	5	4	3	2	1	9
I.	Quality of City rec. programs for seniors	5	4	3	2	1	9
J.	Overall satisfaction with fees charged to participate in programs	5	4	3	2	1	9
K.	City golf course	5	4	3	2	1	9
L.	Number of City parks	5	4	3	2	1	9
M.	Quality of Special Events	5	4	3	2	1	9

6. Which **THREE** of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above].

1st: _____ 2nd: _____ 3rd: _____

7. Would you be willing to support a dedicated sales tax to improve and/or construct more Parks and recreation facilities?

_____ (1) Yes _____ (2) Unsure _____ (3) No

8. **City of Branson Utility Services.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Drop-off recycling services	5	4	3	2	1	9
B.	Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc.	5	4	3	2	1	9
C.	Reliability of Water service	5	4	3	2	1	9
D.	Reliability of Wastewater services	5	4	3	2	1	9
E.	Response to water and sewer issues/concerns	5	4	3	2	1	9

9. Communication. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	City efforts to have an open, inclusive, responsive government	5	4	3	2	1	9

10. Which of the following do you use to get information about the City of Branson? [Please check all that apply.]

- | | |
|--|--------------------------------------|
| ____ (1) Branson Tri-Lakes News | ____ (6) Social Media (Facebook) |
| ____ (2) Branson Daily Independent | ____ (7) Television news |
| ____ (3) Calling the City | ____ (8) Hometown Daily News Website |
| ____ (4) City website (www.bransonmo.gov) | ____ (9) Word of Mouth |
| ____ (5) Local Radio | ____ (10) Other: _____ |

10a. How would you prefer to receive information about the City of Branson? [Please check all that apply.]

- | | |
|---|---|
| ____ (1) Traditional Media (print, broadcast) | ____ (3) Online Media (website, Facebook) |
| ____ (2) Quarterly City Newsletter | ____ (4) Other: _____ |

11. Maintenance. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Condition of City sidewalks	5	4	3	2	1	9
D.	Quality of city snow removal	5	4	3	2	1	9
E.	Condition of street signs and traffic signals	5	4	3	2	1	9
F.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Cleanliness of City streets	5	4	3	2	1	9
I.	Cleanliness of stormwater drains and creeks in YOUR neighborhood	5	4	3	2	1	9

12. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 11 above]

1st: _____ 2nd: _____

13. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

- | | |
|-------------------------|--------------------------------|
| ____ (5) Very well | ____ (2) Not particularly well |
| ____ (4) Generally well | ____ (1) Not well at all |
| ____ (3) Somewhat well | ____ (9) Don't know |

14. **Code Enforcement:** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of Code Enforcement efforts in the City	5	4	3	2	1	9
B.	Amount of code enforcement	5	4	3	2	1	9
C.	Current sign regulations	5	4	3	2	1	9
D.	Quality of building permitting	5	4	3	2	1	9

15. **Future Planning.** Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

<u>Reason</u>	<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Less Important</i>	<i>Not Important</i>
A. Preserving the small-town atmosphere	5	4	3	2	1
B. City's helping to identify needs and concerns in your neighborhood	5	4	3	2	1
C. Promoting more retail development to serve the needs of residents	5	4	3	2	1
D. Ensuring that affordable housing is available inside the City of Branson	5	4	3	2	1
E. Minimizing tax increases	5	4	3	2	1
F. Expanding employment opportunities	5	4	3	2	1
G. Increasing the availability of arts and cultural amenities	5	4	3	2	1
H. Improving the quality of local governmental services	5	4	3	2	1
I. Improving the quality of education opportunities	5	4	3	2	1
J. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
K. Improving parks and open space	5	4	3	2	1
L. Preserving the City's image as a "family-friendly" community	5	4	3	2	1
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	5	4	3	2	1
N. Offering a City Newsletter to keep residents informed about developments in Branson services and programs	5	4	3	2	1
O. Overall quality of the City infrastructure	5	4	3	2	1

16. **Which THREE of the issues listed above do you think should be most important when planning the City's future?** [Write in the letters below using the letters from the list in Question 15 above]

1st: _____ 2nd: _____ 3rd: _____

17. **Transit.** If the City of Branson were to develop a mass transit system – busses and/or trolleys – how often do you believe you personally would use it?

____ (5) Daily
 ____ (4) Weekly
 ____ (3) Occasionally
 ____ (2) Seldom/Hardly Ever
 ____ (1) Never
 ____ (9) Don't Know

18. Customer Satisfaction. Have you contacted the City of Branson during the past year?

____(1) Yes [answer Question 18a-f] ____ (2) No [go to Question 19]

18a. Which City department did you contact most recently? [Please check only one]

- | | |
|------------------------------|---|
| ____(1) Police | ____(5) Planning and Development |
| ____(2) Fire | ____(6) Public Works (streets, recycling) |
| ____(3) Parks and Recreation | ____(7) Utilities (Water/wastewater) |
| ____(4) City Administration | ____(8) Other: _____ |

18b-f. [Only if "YES" to Question 18] Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently (in #18a) with regard to the following:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B.	How easy they were to contact	5	4	3	2	1	9
C.	The way you were treated	5	4	3	2	1	9
D.	The accuracy of the information you were given	5	4	3	2	1	9
E.	How quickly City staff responded to your request	5	4	3	2	1	9
F.	How well your issue was resolved	5	4	3	2	1	9

19. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following:

<i>How would you rate the City of Branson:</i>		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City that is moving in the right direction	5	4	3	2	1	9

20. Approximately how many years have you lived in Branson?

- | | |
|---------------------------|----------------------------|
| ____(1) Less than 5 years | ____(3) 11-20 years |
| ____(2) 5-10 years | ____(4) More than 20 years |

21. What is your age?

- | | |
|------------------------|---------------------|
| ____(1) Under 25 years | ____(5) 55-64 years |
| ____(2) 25-35 years | ____(6) 65-74 years |
| ____(3) 35-44 years | ____(7) 75+ years |
| ____(4) 45-54 years | |

22. What is your gender?

- ____(1) Male ____ (2) Female

23. Which of the following best describes your race/ethnicity? [check all that apply]

- | | |
|--------------------------------|---------------------------------|
| ____(1) Asian/Pacific Islander | ____(4) Black/African American |
| ____(2) White | ____(5) Hispanic/Latino/Spanish |
| ____(3) American Indian/Eskimo | ____(6) Other: _____ |

24. Would you say your total annual household income is:

- ____(1) Under \$30,000 ____ (3) \$60,000 to \$99,999
____(2) \$30,000 to \$59,999 ____ (4) \$100,000 or more

25. Who does your household receive water service from?

- ____(1) City of Branson ____ (3) Taney County Water District #3 ____ (5) Other
____(2) Private Well ____ (4) Missouri American Water System ____ (9) Don't Know

26. What do you like and/or not like about living in Branson?

27. To make Branson an even better community, what idea(s) would you suggest the City consider for the future? [You may attach additional sheets if necessary]

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.